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ABSTRACT

This general guideline for a Media Production Center generally concentrates on the equipment and personnel needs of a media center supporting the development of Learning Activity Packets for individualized instruction. Appendixes contain lists of specific materials, both print and hardware, to be used by the project. (WCM)

ED 096990

Equipment and Personnel Needs For An Instructional Materials Center Developing Individualized Instruction

Colorado Individualized Instruction

Consortium Project

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Director

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Community College of Denver-Red Rocks Campus

Warren Occupational Technical Center

Larimer County Voc-Tech Center

HR 001171

This report will give the various media directors working with the Consortium Project some general guidelines in the types of equipment and personnel needed for an optimum Media Production Center.

This report does not consider the typical Media Center supporting traditional classroom-type instruction. These media directors are well aware of the various equipment and personnel needs for their operation.

This report will generally concentrate on the equipment and personnel needs of a media center supporting the development of Learning Activity Packets for individualized instruction.

Hopefully, media directors presently in traditional audiovisual support will be able to reflect the shifts in media support necessary for schools going to total individualized instruction.

Much of the equipment and personnel needs for both traditional media centers and Learning Activity Packet (LAP) production centers will overlap. This report will allow media directors to better formulate their hiring and purchasing goals to handle the day-to-day servicing of the school's traditional needs and the production needs during the change to individualized instruction.

Ideally, a Media Production Center will have give basic sections. The individual media directors will determine the number of personnel in each section. Figure 1 represents those sections discussed in this report.

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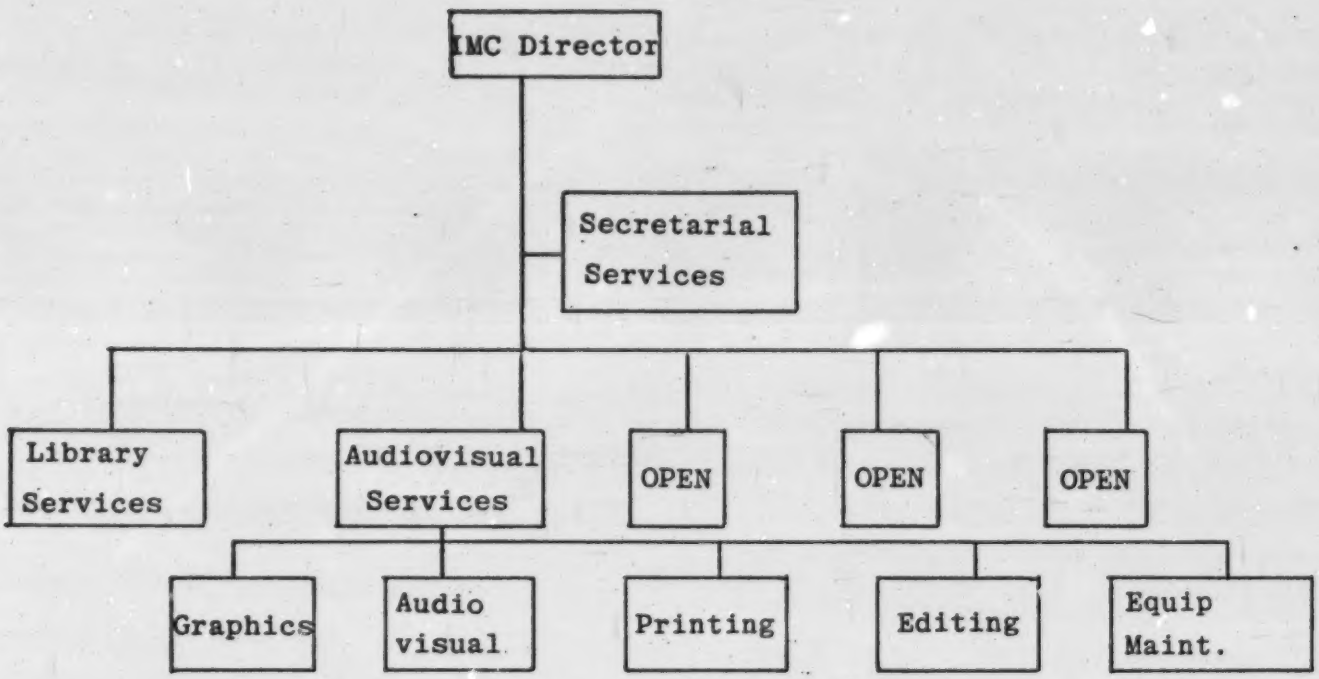
Figure 1



The Media Production Center

The Media Center will function in three modes: (1) media production and support, (2) school reference area, and (3) LAP storage and duplication area.

Media Production Centers need five to ten years down-the-road projection to set up adequate requirements. This is seldom possible. An average media production area should have at least 4800 square feet of available space, not counting library and storage areas. If the available space is less, careful planning of work flow patterns and space utilization must be worked out well in advance. Avoid permanent wall structures and use some type of movable wall. A media production center requires flexibility in facility design so areas can be quickly modified to meet changing requirements.

Library

Libraries for the various fifteen technical areas will function as branch libraries in the actual teaching areas. This will entail a more complex filing system, with sub-card catalogs in the program areas and one master-card catalog located at the Media Production Center.

The Media Production Center librarian will handle all book and magazine orders. The Media Production Center will house local newspapers, general reference sources, etc., and these will be available to both students and faculty.

The Media Center will store all original and master LAPs. The librarian will be responsible for easy retrieval of the various original and master material.

Appendix A lists the technical publications and magazines recommended for immediate purchase. Media center personnel and the various instructors

can use these to search out audiovisual materials currently available.

Graphics

It is extremely important to make the Learning Activity Packets as professional as possible. We do not expect the instructors writing LAPs to be professional photographers or graphic designers. The graphics staff will take rough sketches from the instructors and turn them into finished art and page layouts.

The graphics department will coordinate graphic design, page layouts, type size and selection, original art work, and liaison with the printing department.

Audiovisual

This section will concern itself with all aspects of TV, motion pictures, still pictures, and audio production. Equipment and space needs for this section will be one of the largest. The personnel in this section will work with the instructors on all photographic and audio production problems. The instructors will be taught how to use equipment and the instructor will do the production work himself.

Appendix B lists the hardware needs for this section. Quantities of particular items have not been listed as this must be worked out individually.

Editing

The editorial staff will have two tasks. In addition to correcting grammatical spelling and organizational errors, the staff will test readability.

Unfortunately, many ignore this final step. An editor can blend an

instructor's technical skills with his editing skills to produce a readability and common sense level best for the students.

Printing

Since all the Consortium Project schools have printing departments, I will not list these equipment needs. Nevertheless, I believe it is important to emphasize the Media Production Center's wide variety of needs that can only be handled by a well-equipped printing facility.

The center will enlarge and reduce materials using either a vertical or horizontal camera outfit and the Kodak PMT process. Special printing, collating, binding, and drilling needs of LAP production require the closest of cooperation between the two departments.

Equipment Maintenance

This section will maintain and check out to staff personnel all equipment. A careful inventory control will prevent unnecessary duplication. Regularly scheduled preventative maintenance will be performed on all carrels in all fifteen areas.

Equipment Needs: See Appendix D

Appendix A

1.	Audio Visual Market Place	$ 15.00
2.	Audio Visual Resource for Teaching Instructional Technology	4.00
3.	Instructional Aids List	7.00
4.	Educational Media Index	63.00
5.	Educator's Guide to Free Films	11.00
6.	Educator's Guide to Free Filmstrips	9.00
7.	Educator's Guide to Free Health, Physical Ed. & Recreation Materials	8.00
8.	Educator's Guide to Free Science Materials	10.00
9.	Educator's Guide to Free Tapes, Scripts, and Transcriptions	8.00
10.	8mm Film Directory	11.00
11.	8mm Films and Medicine and Health Sciences	4.00
12.	Guide to Free-Loan Training Films (16mm)	6.00
13.	Learning Directory 1970-1971	90.00
14.	New Educational Materials	14.00
15.	Programmed Instruction Guide	15.00
16.	Programmed Learning	38.00
17.	Index to Health and Safety Education-Multimedia	23.00
18.	AV Equipment Directory	10.00
19.	To Improve Learning (2 volumes)	39.00
20.	Index to 35mm Filmstrips	60.00
21.	Index to Educational Audio Tapes	37.00
22.	Index to Educational Video Tapes	17.00
23.	Index to Educational Records	35.00
24.	Index to 8mm Motion Cartridges	35.00
25.	Index to Educational Slide Sets	20.00
26.	Index to 16mm Educational Films	80.00
27.	Index to Vocational and Technical Education-Multimedia	23.00

Appendix A (continued)

28.	Materials for Occupational Education	10.00
29.	The Vocational Technical Library Collection	30.00
30.	Books for Occupational Education	10.00
31.	Scientific and Technical Books in Print	15.00
32.	Books in Print	45.00
33.	To Improve Learning (2 volume)	39.00
34.	Subject Guide	40.00
35.	Publisher's Trade List Annual	30.00
36.	Developing Multi-media Libraries	10.00
37.	Literary Market Place	15.00

Magazines and Trade Publications

Audio-Visual Communications United Business Publications, 200 Madison Ave., New York City, N.Y. 10016

AV Communications Review Department of AV Instruction, National Education Association, 1201 16th St., N.W. Washington, D.C. 20036

AV Guide: The Learning Media Magazine 434 S. Wabash, Chicago, Illinois 60605

Business Screen Harcourt Brace Hovanovich Publications, 757 Third Avenue, New York, New York 10017

Educational & Industrial Television C.S. Tepier Publishing Company, Inc., 607 Main Street, Ridgefield, Connecticut 06877

Educational Broadcasting Acolyte Publications Corporation, 825 S. Barrington Avenue, Los Angeles, California 90049

Educational Screen and AV Guide 434 South Wabash, Chicago, Illinois 60605

Industrial Arts & Vocational Education/Technical Education Bruce Publishing Co., 400 North Broadway, Milwaukee, Wisconsin 53201

The Instructor Instructor Publishing Inc., Dansville, New York 14437

Media and Methods 134 North 13th Street, Philadelphia, Pennsylvania 19107

NAVA News National Audio-Visual Association, 3150 Spring Street, Fairfax, Virginia 22030

NSPI Journal National Society for Programmed Instruction, 715 Stadium Drive, San Antonio, Texas 78212

Research in Education Education Resources Information Center, U.S. Office of Education, 400 Maryland Avenue, S.W., Washington, D.C. 20202

School Product News 614 Superior Avenue, Cleveland, Ohio 44113

Screen Education News Filmboard, Consultants in Screen Education, 25 Steadman Street, Chelmsford, Mass 01824

Training and Development Journal American Society for Training and Development, P.O. Box 5307, Madison, Wisconsin 53705

Training in Business and Industry Gellert Publishing Company, 33 West 60th St., New York City, New York 10023

Appendix B

Note: Where a brand name is mentioned, it is either because it is the only one available, or is a particular model that will be used by the Consortium.

1. 16 mm Motion Picture Projector
2. 8mm Motion Picture Projector
3. Sound Filmstrip Projectors (Bell & Howell model #756 or 757)
4. Slide Projectors (straight and circular tray types)
5. Overhead Projectors
6. Record Players
7. Tape Recorders (reel to reel)
8. Tape Recorders (cassette)
9. Tape Duplicator
10. Tape Compressor (PKM VOCOM - 1)

*11. Video Tape Player (JVC Casette)

*12. Video Receiver

*Recommendations for video equipment are being restricted to just play-back equipment at this time. The cost of setting up a full-scale TV production center at either the Warren Occupational Center or Larimer County Vocational Techical Center is just too great. At the present time, the TV center at the Red Rocks Campus LMC will cooperate in the production of any programs needed.

13. Rear Projection Screens for use on carrels
14. Film Inspection Equipment
15. Head phones
16. Projection stands
17. AV storage cabinets (hardware)
18. Transparency Viewing Tables (Matrix Console Editor)
19. Slide storage cabinet
20. Storage cabinet (cassette, motion picture, transparency, filmstrips, etc.)
21. 35mm Cameras

Appendix B Continued

22. Miscellaneous equipment for use with 35mm cameras, i.e. strobe, lights, stands, tripods, meters, filters, etc.

23. Copy stand

24. Filmstrip Production Unit (Radmar 4)

25. Visual Production kit (Kodak Visualmaker 2)

26. Sound Slide Projector/Recorder (3M sound-on-slide)

27. Sound Slide Projector-playback only

28. Sound Page Reader/Recorder (3M)

29. Sound Page Reader-playback only

**30. Super 8mm camera equipment

**16mm camera and equipment will be rented on a department need basis only

31. Miscellaneous equipment for use with the Super 8mm cameras

32. Slide Duplicator (Repronar)

33. Carrels for media center area

34. Microfilm and microfich reader-printers

35. Xerox copy machine (For dept. use) (No wet type)

36. Polaroid Camera

37. MP-3 Polaroid Outfit

38. 3M "Life Slide" Projector

Graphic Supplies

Appendix C

1. Drafting tables
2. Assorted drafting supplies
3. Water
4. Flat Filing Units
5. Stools
6. Laminator (GBC 18")
7. Transparency maker(3M '45')
8. Large paper cutter
9. Storage cabinets
10. Ultra-sonic ink cleaner
11. Corner rounder
12. Dry mount press Masterpiece 350
13. Tacking Iron

Equipment Maintenance

Appendix D

1. All necessary electronic test equipment as dictated by current A/V inventory
2. Special small tools and equipment needed for mechanical repairs
3. Storage cabinets
4. Storage shelves
5. Replacement bulbs for all projectors
6. Compana Scope
7. Auto-Collimator